

**Greetings from
Acting Governor Richard J. Codey and
Commissioner Susan Bass Levin**

The Department of Community Affairs is making smart investments across New Jersey to build communities where families prosper and economies thrive. DCA is committed to creating innovative community based programs that revitalize our communities.

Downtown revitalization is intended to create, improve and maintain a viable community for living and commerce. Over the years, downtown revitalization has come to mean more than streetscape and building façade improvements. Today, it means combining economic development, public and private partnerships, and Smart Growth planning principles to create viable and successful downtown districts.

Main Street New Jersey (MSNJ), a program of the Department of Community Affairs (DCA), offers a comprehensive approach to teaching communities how to manage downtown planning and create economic development. The 2005 Downtown Revitalization Institute (DRI) provides quarterly seminars for this training. These seminars teach municipalities, counties, planners and developers how to best improve New Jersey's downtowns and revitalize core commercial districts. Through the Main Street program, we are encouraging investment in our downtowns, which is an essential part of restoring the greatness of our communities.

We hope you can join the Main Street staff and the Institute's expert trainers at this year's sessions.

With regards,


Richard J. Codey
Acting Governor


Susan Bass Levin
Commissioner

All DRI sessions are held at:
Thomas Edison State College
101 West State Street (in Trenton's downtown district)
Registrants will be sent driving and parking directions.
For more information, contact:

**Department of Community Affairs
Division of Housing & Community Resources
Main Street New Jersey
101 South Broad Street
PO Box 811
Trenton, NJ 08625-0811
(609) 633-9769
www.nj.gov/dca/dhcr/msnj.shtml**



Downtown
Revitalization



**The New Jersey
Department of Community Affairs'
Main Street Program
presents the**

**Downtown
Revitalization
Institute 2005**



**Co-Sponsored by
DCA's Office of Smart Growth
and the Non-profit Finance Fund**



Richard J. Codey
Acting Governor



Susan Bass Levin
Commissioner



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NJ Department of Community Affairs
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Institute 2005 Schedule

I People & Money

January 26-27, 2005

Discover techniques and practices to ensure the long-term success of your revitalization efforts. Learn to build consensus and cooperation among public and private sector organizations, how to make the most of limited financial resources, build an effective board, and maintain and increase volunteer participation. A “must” for any community considering launching a revitalization initiative and especially for those considering applying for MSNJ designation in the upcoming application round.

Kent Burnes is back as our featured Day One presenter and will use his considerable experience and energy to teach the nuances and lingo of creating and managing the public-private partnership, as well as structuring your organization for success both with people and resources. We will have new presenters and an updated focus on the organization aspect of Main Street for Day Two and will keep you informed of any updates.

I Guiding Design

April 27-28, 2005

Downtown’s physical resources provide the basis from which economic growth and vitality can occur. **Margaret Westfield**, MSNJ’s Historic Preservation Architect, is this session’s principal presenter. She will explain the importance, vocabulary and value of good design and using historic preservation as part of your design vision and marketing strategies. Topics on Day Two include Working with the NJDOT, Parking Management, Incentives for Good Design, and Taking Advantage of Transit.

Note: Day One of the Design Session also will include “Expert Track” sessions for those with already proven skills in Downtown Revitalization.

I Creating Economic Opportunity

July 27-28, 2005

Traditional and commercial districts demand innovative approaches to attain and retain economic success in today’s highly competitive marketplace. Begin to develop long-term solutions toward business expansion and recruitment. Real Estate Developer and Author **Don Rypkema** will use his economic development experience, layperson’s eloquence and dry humor to make the connection among real estate finance and successful retail. Day Two will be a mix of hands-on workshops and new programming dealing with cutting edge economic opportunities and issues.

Note: Day One of the Economic Restructuring Session will also include “Expert Track” sessions for those with already proven skills in Downtown Revitalization.

I Promoting Downtown

October 26-27, 2005

Every downtown and traditional commercial district offers unique products, one-of-a-kind businesses and original historic buildings. This atmosphere provides advantages unmatched by strip centers, malls and e-commerce, and can be marketed to attract local and regional shoppers. Establishing an image, drawing crowds through special events and designing effective retail promotions are elements that together can improve a downtown’s economy and relevance. On Day Two, New Jersey’s own **Sylvia Allen** with her proven techniques on “branding” and marketing your district, and running effective and profitable special events.

2005 Main Street Institute Registration

***Space is limited.** Only 75 students will be accepted into each Institute session, so reserve your place today. To accommodate the high demand, please notify us five days in advance if you are unable to attend a session so we may offer your seat to another student.*

Fees

\$150 per person, per seminar
\$500 for four sessions (one year)

Included: course materials, continental breakfast and lunch

Deadlines

Session 1: January 20, 2005

Session 2: April 20, 2005

Session 3: July 20, 2005

Session 4: October 20, 2005

Limit four (4) attendees per municipality.



Name:

Phone:

Organization:

Fax:

Address:

E-mail:

Session	Cost Per Person	# of People	Total
Session 1: People & Money Jan. 26-27, 2005	\$150		
Session 2: Guiding Design April 27-28, 2005	\$150		
Session 3: Creating Economic Opportunity July 27-28, 2005	\$150		
Session 4: Promoting Downtown Oct. 26-27, 2005	\$150		
Certification Track (All four sessions)	\$500		
Please include \$30 charge if registering after the registration deadline listed above.			
Total Amount Enclosed			\$

Please make checks payable to the **Center for Nonprofits** and mail it with this form by the deadline above to:

**Department of Community Affairs
Division of Housing and Community Resources
Main Street New Jersey
P.O. Box 811
Trenton, NJ 08625-0811**

You may also fax this form to reserve your place to **(609) 292-9798**.
A \$30 refund processing fee will be incurred after registration is processed.